

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR JUNE 1981

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	AN 25- 30 Min.	AN 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	AN 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	11.8	14.2	15.1	12.2		12.7	15.4	13.5	12.0	14.1	13.4	13.1	13.4
NO. OF PROGRAMS†	10	9	26	3	1FR	10	23	33	29	40	69	12	81

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.5	9.8	5.6	6.9	5.0	6.3	5.6	6.9	6.4	4.6	6.0	5.7	5.8
NO. OF PROGRAMS†	5	3	12	13	8	5	14	12	26	36	7	9	16

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

1FR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

1 PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JUNE 21, 1981

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	M*A*S*H	20.2	15,720	10	HART TO HART	18.0	14,000
2	FACTS OF LIFE	19.4	15,090	11	TOO CLOSE FOR COMFORT	17.7	13,770
2	JEFFERSONS	19.4	15,090	11	20/20	17.7	13,770
4	HOUSE CALLS	19.0	14,780	13	ALICE	17.5	13,620
5	60 MINUTES	18.7	14,550	14	DUKES OF HAZZARD	17.2	13,380
6	WBC HEAVYWT CHAMPIONSHIP(S)	18.6	14,470	15	TRAPPER JOHN, M.D.#	16.9	13,150
7	QUINCY, M.E.	18.5	14,390	16	CBS REPORTS-MON.(S)	16.8	13,070
8	DIFF'RENT STROKES	18.1	14,080	17	DALLAS	16.7	12,990
8	THREE'S COMPANY	18.1	14,080				

2 WED.	9.00P	120 ABC FF				B	12.3	23	957	1 SUN.	10.00P	60 CBS DN									
ABC SUNDAY NIGHT MOVIE		33	194	199	98	99	A	14.9	28	1159											
1 SUN.	9.00P	112 ABC FF				B	18.8	30	1463	CBS SAT. NEWS-SCHIEFFER		37	151	148	85	85	A	8.2	22	638	
2 SUN.	9.00P	165								SAT.	6.30P	30 CBS N					B	10.2	21	794	
ABC WORLD NEWS TONIGHT		178	200	202	99	99	A	9.6	22	747	CBS SAT. NIGHT MOVIE		6	191	194	98	98	A	12.2	26	949
M-F	6.30P	30 ABC N					B	12.1	22	941	1 SAT.	8.30P	150 CBS FF					B	11.7	23	910
ABC WRLD NEWS TONIGHT-SUN		32	160		84		A	7.8	19	607	2 SAT.	9.00P	120								
1 SUN.	6.30P	30 ABC N					B	8.8	17	685	CBS TUESDAY NIGHT MOVIES		21	182		96		A	16.4	28	1276
ABC WRLD NEWS-SUN(B)										1 TUE.	9.00P	120 CBS FF						B	17.6	28	1369
2 SUN.	6.39P	21 ABC N			82	43	A	2.3	6	179	CBS WEDNESDAY NIGHT MOVIE		25	187	187	96	97	A	12.7	24	988
ALICE			197	196	99	99	A	17.5	32	1362	1 WED.	9.00P	120 CBS FF					B	17.0	28	1323
SUN.	9.00P	30 CBS CS					B	21.8	32	1696	2 WED.	8.00P	120								
AMERICAN DREAM		3	198		98		A	10.4	18	809	CHARLIE'S ANGELS		3	197	191	98	96	A	11.2	24	871
1 WED.	9.00P	60 ABC GD					B	11.0	19	856	WED.	8.00P	60 ABC PD					B	11.4	24	887
AMERICAN JR. MISS PAGEANT(S)					198	99	A	11.0	24	856	CHIPS		24	213	213	99	99	A	15.2	30	1183
2 THU.	8.00P	60 CBS AC									SUN.	8.00P	60 NBC OP					B	18.7	29	1455
ARCHIE BUNKER'S PLACE		24	198		99		A	15.2	31	1183	CRONKITE'S UNIVERSE(B)				193		99	A	16.3	34	1268
1 SUN.	8.00P	30 CBS CS					B	19.8	31	1540	2 SUN.	8.00P	30 CBS DO								
BARBARA MANDRELL		26	202	208	98	99	A	12.0	27	934	DALLAS		29	205	204	99	99	A	16.7	33	1299
SAT.	8.00P	60 NBC GV					B	15.6	28	1214	FRI.	10.00P	60 CBS GD					B	29.6	51	2303
BARNEY MILLER		29	199	197	98	98	A	15.4	29	1198	DIFF'RENT STROKES		29	205	208	98	99	A	18.1	35	1408
THU.	9.00P	30 ABC CS					B	17.9	29	1393	WED.	9.00P	30 NBC CS					B	20.2	32	1572
BENSON		29	195	201	96	98	A	11.1	25	864	DISNEY'S WONDERFUL WORLD		28	211	212	98	99	A	11.3	25	879
FRI.	8.00P	30 ABC CS					B	15.2	27	1183	SUN.	7.00P	60 NBC FV					B	14.2	24	1105
											DUKES OF HAZZARD		28	202	203	99	99	A	17.2	34	1338
											FRI.	9.00P	60 CBS CS					B	24.6	41	1914

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							
EVENING CONT'D														MAGNUM, P.I.						21		191		98	A	15.3	27	1190						
EIGHT IS ENOUGH						10	193	197	94	98	A	9.7	22	755	1 THU.						9.00P	60	CBS	PD	29	184	204	93	99	B	19.9	31	1548	
SAT.						8.00P	60	ABC	CS		B	13.0	26	1011	M*A*S*H						9.00P	30	CBS	CS		A	20.2	37	1572					
ENOS						3			189		98	A	10.7	25	832	MON.						9.00P	30	CBS	CS		B	24.4	36	1898				
2 SAT.						8.00P	60	CBS	CS		B	11.0	25	856	MORK & MINDY						8.00P	30	ABC	CS	30	199	203	98	98	A	12.3	27	957	
FACTS OF LIFE						24	196	200	96	98	A	19.4	34	1509	THU.						8.00P	30	ABC	CS	2	184		96	B	16.4	27	1276		
WED.						9.30P	30	NBC	CS		B	19.0	30	1478	NBC FRIDAY NIGHT MOVIE						9.00P	120	NBC	FF		A	10.1	19	786					
FANTASY ISLAND						31	199	201	99	99	A	16.6	35	1291	1 FRI.						9.00P	120	NBC	FF		B	9.9	19	770					
SAT.						10.00P	60	ABC	A		B	19.8	36	1540	NBC MAGAZINE						8.00P	60	NBC	DN	7	188	189	95	97	A	10.7	22	832	
GAMES PEOPLE PLAY						1		186	95		A	8.1	17	630	THU.						8.00P	60	NBC	DN	29	160	199	91	99	B	11.3	22	879	
2 SAT.						10.00P	60	NBC	PV		B	8.1	17	630	NBC MONDAY NIGHT MOVIES						9.00P	120	NBC	FF		A	11.6	21	902					
HAPPY DAYS						29	206	206	99	99	A	15.0	31	1167	MON.						9.00P	120	NBC	FF		B	18.3	28	1424					
TUE.						8.00P	30	ABC	CS		B	19.6	31	1525	NBC NEWS REPORT(S)						10.00P	60	NBC	DN			193		97	A	8.8	18	685	
HARPER VALLEY						19	196	194	99	98	A	11.7	27	910	2 FRI.						10.00P	60	NBC	DN	177	171	172	91	92	B	10.4	21	809	
FRI.						8.00P	30	NBC	CS		B	15.4	28	1198	NBC NEWS UPDATE-M-F						8.58P	1	NBC	N		A	16.0	25	1245					
HART TO HART						25	200	198	99	99	A	18.0	32	1400	M-F						8.58P	1	NBC	N	36	180	186	94	92	B	9.5	21	739	
TUE.						10.00P	60	ABC	PD		B	19.5	32	1517	NBC NEWS UPDATE-SAT.						8.58P	1	NBC	N	36	180	179	94	94	A	12.7	22	988	
HILL STREET BLUES						7	204	204	98	99	A	12.2	22	949	SAT.						8.58P	1	NBC	N	36	180	179	94	94	B	13.0	25	1011	
1 TUE.						9.00P	60	NBC	OP		B	13.4	22	1043	NBC NEWS UPDATE-SUN.						8.58P	1	NBC	N		A	18.5	28	1439					
2 TUE.						10.00P	60								SUN.						8.58P	1	NBC	N		B								

HOUSE CALLS MON. 9.30P 30 CBS CS					29		183	202	93	99	A	19.0	33	1478	NBC NEWS UPDATE-2-M-F 1 MON. 9.57P 1 NBC N					35		167	181	88	89	A	10.8	19	840
I'M A BIG GIRL NOW FRI. 8.30P 30 ABC CS					27		194	195	97	95	A	21.5	32	1673	1 WED. 9.58P 1											B	12.8	21	996
INCREDIBLE HULK FRI. 8.00P 60 CBS SF					24		196	197	98	99	A	12.3	27	957	1 FRI. 9.41P 1														
JEFFERSONS SUN. 9.30P 30 CBS CS					25		196	195	99	99	B	10.9	24	848	2 TUE. 9.58P 1														
KNOTS LANDING 1 THU. 10.00P 60 CBS GD					3		189	199	98	99	B	15.9	28	1237	2 THU. 9.51P 1														
2 THU. 9.00P 60											A	19.4	34	1509	NBC NEWS UPDATE-2-SAT. 2 SAT. 9.58P 1 NBC N					9			169		86	A	7.4	16	576
LAVERNE & SHIRLEY TUE. 8.30P 30 ABC CS					28		202	207	98	99	B	22.5	34	1751	NBC NEWS UPDATE-2-SUN. 1 SUN. 9.56P 1 NBC N					6		181		92		A	9.6	17	747
LIKE MAGIC(S) 1 SAT. 8.00P 30 CBS GV							193		98		B	12.6	23	980	NBC NIGHTLY NEWS-SAT. SAT. 6.30P 30 NBC N					32		158	162	85	86	A	12.5	22	973
LITTLE HOUSE-PRAIRIE MON. 8.00P 60 NBC GD					33		216	218	99	99	A	12.0	21	934	NBC NIGHTLY NEWS M-F 6.30P 30 NBC N					177		208	208	99	99	B	14.1	22	1097
LOBO TUE. 8.00P 60 NBC A					19		194	190	97	96	A	15.8	31	1229	NBC THURSDAY NIGHT MOVIES THU. 9.00P 120 NBC FF					28		184	191	92	95	A	7.8	21	607
LOU GRANT 1 MON. 10.00P 60 CBS GD					28		177		92		B	19.6	30	1525	NERO WOLFE 1 TUE. 10.00P 60 NBC PD					3		189		92		B	9.0	18	700
LOVE BOAT SAT. 9.00P 60 ABC CS					33		200	201	97	98	A	10.3	24	801	NEWSBREAK-M-F 1 MTU THF 8.58P 1 CBS N					155		169	174	90	92	A	6.6	17	513
LOVEY: CIRCLE-CHILDREN P2(S) 2 TUE. 8.00P 120 CBS GD								191		98	B	13.2	26	1027	1 WED. 8.57P 2											B	7.8	15	607
											A	20.8	31	1618	2 MTHF 8.58P 1											A	9.4	22	731
											B	10.5	21	817	2 TUE. 8.59P 1											B	12.5	23	973
											A	16.1	26	1253	2 WED. 9.03P 1											A	11.7	21	910
											B	16.3	29	1268												B	16.0	26	1245
											A	18.8	31	1463												A	10.1	18	786
											B	16.6	35	1291												B	10.9	18	848
											A	22.8	39	1774												A	10.6	21	825
											B	11.5	22	895												B	15.4	24	1198

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1981 REPORT

PROGRAM NAME										HOUSEHOLD AUDIENCES				PROGRAM NAME										HOUSEHOLD AUDIENCES											
					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE											T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE													
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)								
EVENING CONT'D																																			
NEWSBREAK-SAT.																																			
1	SAT.	9.06P	1	CBS N	32	180	176	93	94	A	10.6	23	825	WHITE SHADOW														2	187		97	A	8.5	18	661
2	SAT.	8.58P	1							B	12.4	21	965	1 WED. 8.00P 60 CBS GD																B	8.3	17	646		
WKRP IN CINCINNATI																																			
MON. 8.00P 30 CBS CS																																			
3 188 190 99 98																																			
A 13.4 28 1043																																			
B 12.7 25 988																																			
NEWSBREAK-SUN.																																			
SUN.	8.58P	1	CBS N	32	178	178	94	94	A	14.0	27	1089	LATE FRINGE																A	4.4	18	342			
ABC NEWS:NIGHTLINE-MON																																			
ONE DAY AT A TIME										B	19.5	29	1517	1 MON. 12.24A 30 ABC N														1	192		98	B	4.4	18	342
SUN.	8.30P	30	CBS CS	23	199	199	99	99	A	14.7	28	1144	ABC NEWS:NIGHTLINE-T-F														96	192	192	97	98	A	6.5	19	506
										B	20.6	31	1603	1 TU-F 11.30P 30 ABC N																B	7.5	23	584		
OPRYLAND NIGHT OF STARS(S)																																			
2 TUE.	9.00P	60	NBC PC				203		99	A	13.6	24	1058	2 M-W 11.30P 30																					
PALMERSTOWN																																			
1 TUE.	8.00P	60	CBS GD	9	175		97			A	10.5	21	817	2 THU. 11.45P 15																					
ABC NEWS:NIGHTLINE-THU(B)																																			
2 THU. 12.00M 15 ABC N																																			
193 98 A 5.3 18 412																																			
QUINCY, M.E.																																			
WED.	10.00P	60	NBC OP	27	206	207	98	99	A	18.5	34	1439	ABC NEWS:NIGHTLINE-FRI(B)																						
REAL PEOPLE																																			
WED.	8.00P	60	NBC PV	37	210	211	99	99	A	14.5	31	1128	2 FRI. 12.00M 30 ABC N																						
ABC WEEKEND REPORT-SAT.																																			
SAT. 11.00P 15 ABC N																																			
35 171 171 92 91 A 6.1 14 475																																			
B 7.7 16 599																																			
ROOTS: NEXT GENERATIONS																																			
SUN.	7.00P	120	ABC GD	4	198	198	99	99	A	7.7	16	599	ABC WEEKEND REPORT-SUN.														36	172	171	93	93	A	4.8	12	373
SANFORD																																			
FRI.	8.30P	30	NBC CS	4	191	196	96	99	A	9.4	21	731	1 SUN. 11.00P 15 ABC N																B	5.3	13	412			
2 SUN. 11.45P 15																																			

60 MINUTES					38	202	202	99	99	A	18.7	41	1455	CBS SUNDAY NEWS-BRADLEY					38
SUN.		7.00P	60	CBS DN						B	25.5	42	1984	SUN.		11.00P	15	CBS N	
TAXI					19	198	198	99	98	A	16.5	29	1284						
THU.		9.30P	30	ABC CS						B	16.9	27	1315	CHARLIE'S ANGELS-12.00					22
THREE'S COMPANY					29	203	204	99	99	A	18.1	33	1408	1 THU.		12.00M	69	ABC PD	
TUE.		9.00P	30	ABC CS						B	21.5	33	1673	2 THU.		12.15A	68		
TIM CONWAY SHOW					3	184	187	99	98	A	14.1	27	1097	FANTASY ISLAND-12.00					21
MON.		8.30P	30	CBS CV						B	14.5	27	1128	1 MON.		12.54A	68	ABC A	
														2 MON.		12.00M	68		
TONY RANDALL ROYAL-CIRCUS(S)							188		95	A	9.8	20	762	FRIDAYS					8
2 FRI.		9.00P	60	NBC GV										1 FRI.		12.00M	71	ABC GV	
TOO CLOSE FOR COMFORT					26	201	204	98	99	A	17.7	30	1377	LATE MOVIE I					162
TUE.		9.30P	30	ABC CS						B	20.2	31	1572	1 MON.		11.30P	66	CBS FF	
TRAPPER JOHN, M.D.					22		191		99	A	16.9	31	1315	1 TUE.		11.30P	72		
2 SUN.		10.00P	60	CBS GD						B	20.0	33	1556	1 WED.		11.30P	76		
20/20					33	200	197	99	99	A	17.7	32	1377	1 THU.		11.30P	68		
THU.		10.00P	60	ABC DN						B	17.2	29	1338	FRI.		11.30P	73		
VEGA\$					23	191		97		A	13.4	24	1043	2 MATH		11.30P	72		
1 WED.		10.00P	60	ABC PD						B	15.3	26	1190	2 TUE.		11.30P	77		
WALKING TALL					5	194		84		A	9.7	20	755	LATE MOVIE II					155
1 SAT.		10.00P	60	NBC OP						B	11.2	22	871	1 MON.		12.41A	41	CBS FF	
WALTONS					6	187		97		A	10.6	22	825	1 TUE.		12.42A	44		
1 THU.		8.00P	60	CBS GD						B	12.8	24	996	1 WED.		12.46A	37		
WBC HEAVYWGHT CHAMPIONSHIP(S)						201		98		A	18.6	35	1447	1 THU.		12.38A	40		
1 FRI.		9.00P	90	ABC SE										FRI.		12.43A	43		
														2 MON.		12.42A	40		
														2 TUE.		12.47A	43		
														CONT'D					

[illegible]

THREE'S COMPANY DAYTIME 2 M-F 11.00A 60 ABC CS	5	177	93	A	7.3	32	568	BATMAN & SUPER 7 II SAT. 10.00A 30 NBC CA	5	205	205	98	98	A	4.1	19	319		
				B	7.3	32	568	BUGS BUNNY/ROAD RUNNER 1 SAT. 8.30A 30 CBS CA	15	201	201	99	99	A	4.3	20	335		
TODAY SHOW-7.30AM M-F 7.30A 30 NBC N	180	215	215	99	99	A	4.1	27	319					A	3.8	27	296		
TODAY SHOW-8.30AM M-F 8.30A 30 NBC N	179	212	212	99	99	A	4.7	24	366					B	5.2	29	405		
				B			5.8	28	451	BUGS BUNNY/ROAD RUNNER 2 SAT. 9.00A 30 CBS CA	15	201	201	99	99	A	5.2	31	405
WEDDING DAY(S) 1 M-F 11.30A 30 NBC PV		200	97	A	4.5	20	350	BUGS BUNNY/ROAD RUNNER 3 SAT. 9.30A 30 CBS CA	15	201	201	99	99	A	7.0	34	545		
WHEEL OF FORTUNE M-F 11.00A 30 NBC QG	177	190	190	94	94	A	5.1	23	397					A	6.6	33	513		
				B			4.8	23	373					B	7.7	34	599		
YOUNG AND THE RESTLESS M-F 12.30P 60 CBS DD	10	195	193	99	98	A	7.4	28	576	CBS SPORTS SATURDAY 1 SAT. 5.00P 60 CBS SA	8	164	159	90	90	A	6.6	22	513
				B			7.4	28	576	2 SAT. 4.30P 90					B	4.9	16	381	
•WEEKEND DAYTIME										CBS SPORTS SUNDAY 1 SUN. 2.00P 120 CBS SA	7	174	172	91	92	A	4.5	15	350
ABC WEEKEND SPECIALS SAT. 12.00N 30 ABC FV	29	186	185	96	93	A	5.2	22	405	2 SUN. 4.30P 90				B	5.8	20	451		
				B			5.7	22	443	CONFRONT-BSBL STRIKES OUT(S) 1 SAT. 2.45P 135 NBC SE		217		99	A	4.0	16	311	
ABC WIDE WORLD-SPORTS SAT 1 SAT. 5.00P 90 ABC SA	26	206		99		A	7.1	23	552	DAFFY DUCK SHOW SAT. 10.30A 30 NBC CA	38	195	198	96	97	A	4.9	22	381
ALL NEW POPEYE HOUR 1 2 SAT. 10.00A 30 CBS CA	1		196		98	B	10.1	25	786					B	5.5	22	428		
				A			6.2	28	482	DEAR ALEX & ANNIE-11.55AM SAT. 11.55A 4 ABC CN	34	188	188	96	96	A	4.7	22	366
ALL NEW POPEYE HOUR 2 2 SAT. 10.30A 30 CBS CA	1		195		97	B	6.2	28	482	DEAR ALEX & ANNIE-11.26AM SUN. 11.26A 3 ABC CN	38	127	119	82	81	A	5.4	22	420
ALL NEW POPEYE HOUR 1 1 SAT. 11.00A 30 CBS CA	14	184		96		A	6.7	29	521					B	2.8	14	218		
						B	6.7	29	521					B	3.4	14	265		
						A	5.1	22	397	DRAK PACK SAT. 12.30P 30 CBS CA	15	170	170	92	92	A	5.5	23	428
						B	5.7	25	443	FACE THE NATION SUN. 11.30A 30 CBS CC	38	181	174	98	98	B	5.5	23	428
														B	3.5	17	272		
														B	3.8	15	296		

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
FLINTSTONES						5	145	149	73	74	A	3.8	16	296	JETSONS						5	189	192	95	96	A	5.4	24	420
SAT. 12.30P 30 NBC CA										B	3.2	14	249	SAT. 11.00A 30 NBC CA										B	5.1	23	397		
FLINTSTONE'S COMEDY SHW 1						5	191	191	96	96	A	1.8	19	140	JONNY QUEST						36	145	145	74	74	A	3.8	16	296
SAT. 8.00A 30 NBC CA										B	1.8	17	140	SAT. 12.00N 30 NBC CA										B	4.5	17	350		
FLINTSTONE'S COMEDY SHW 2						5	191	191	96	96	A	2.8	22	218	KIDS ARE PEOPLE TOO I						38	127	119	82	81	A	2.1	10	163
SAT. 8.30A 30 NBC CA										B	2.8	20	218	1 SUN. 10.30A 35 ABC CL										B	3.0	13	233		
FONZ/HAPPY DAYS GANG						31	193	192	99	99	A	5.4	32	420	2 SUN. 10.30A 30										A	2.8	14	218	
SAT. 9.00A 30 ABC CA										B	6.5	31	506	KIDS ARE PEOPLE TOO II						37	127	119	82	81	A	3.4	14	265	
GODZILLA						5	200	200	99	99	A	2.8	18	218	1 SUN. 11.05A 25 ABC CL										B				
SAT. 9.00A 30 NBC CA										B	3.5	21	272	2 SUN. 11.00A 30															
GREATEST SUPERFRIENDS-1						32	176	175	92	92	A	2.6	27	202	LADIES PGA CHAMP-SAT(S)							186		94	A	3.1	11	241	
SAT. 8.00A 30 ABC CA										B	3.6	26	280	1 SAT. 5.00P 60 NBC SE															
GREATEST SUPERFRIENDS-2						32	176	175	92	92	A	3.9	30	303	LADIES PGA CHAMP-SUN(S)						204		98	A	4.7	16	366		
SAT. 8.30A 30 ABC CA										B	5.1	28	397	1 SUN. 2.30P 123 NBC SE															
HEATHCLIFF & DINGBAT						36	196	196	99	99	A	5.4	25	420	MEET THE PRESS						38	194	196	98	98	A	3.6	16	280
SAT. 11.00A 30 ABC CA										B	6.5	27	506	SUN. 12.30P 30 NBC CC										B	4.2	16	327		
HONG KONG PHOOEY						5	190	191	95	95	A	5.1	22	397	NBC SPORTS-SUMMER SEASON						1		207	93	A	4.0	15	311	
SAT. 11.30A 30 NBC CA										B	4.7	21	366	2 SAT. 2.30P 150 NBC SA										B	4.0	15	311		
IN THE NEWS- 8.26AM						15	191	192	97	98	A	2.9	26	226	NBC STRIKE UPDATE(S)						216		99	A	3.1	13	241		
														1 SAT. 2.00P 45 NBC SC															

SAT.	8.26A	3	CBS	CN						B	3.8	25	296	NEW FAT ALBERT SHOW	15	184	184	98	98	A	5.6	24	436
IN THE NEWS-	8.56AM			15	201	201	99	99	A	4.1	27	319	SAT.	12.00N	30	CBS	CA			B	5.7	24	443
SAT.	8.56A	3	CBS	CN					B	5.7	31	443	PLASTICMAN/BABY PLAS SHOW	36	188	188	96	96	A	5.1	24	397	
IN THE NEWS-	9.26AM			15	201	201	99	99	A	5.8	32	451	SAT.	11.30A	30	ABC	CA			B	5.9	25	459
SAT.	9.26A	3	CBS	CN					B	7.6	36	591	PRO BOWLERS-SPRING ED.	4	190		95		A	6.1	23	475	
IN THE NEWS-	10.26AM			15	192	196	98	98	A	6.2	28	482	1 SAT.	3.30P	90	ABC	SE		B	4.8	17	373	
SAT.	10.26A	3	CBS	CN					B	6.3	27	490	RICHIE RICH	31	195	194	99	99	A	6.3	31	490	
IN THE NEWS-	11.56AM			15	184	191	96	97	A	6.3	27	490	SAT.	9.30A	30	ABC	CA		B	7.4	31	576	
SAT.	11.56A	3	CBS	CN					B	5.7	24	443	SCHOOLHOUSE ROCK-8.26AM	32	176	175	92	92	A	3.2	31	249	
IN THE NEWS-	12.26PM			15	184	184	98	98	A	5.6	24	436	SAT.	8.26A	3	ABC	CN		B	4.3	28	335	
SAT.	12.26P	3	CBS	CN					B	5.4	22	420	SCHOOLHOUSE ROCK-10.26AM	36	192	194	99	99	A	6.7	30	521	
IN THE NEWS-	12.56PM			15	170	170	92	92	A	5.2	22	405	SAT.	10.26A	3	ABC	CN		B	7.6	30	591	
SAT.	12.56P	3	CBS	CN					B	5.3	22	412	SCHOOLHOUSE ROCK-10.56AM	31	189	195	96	99	A	5.8	25	451	
IN THE NEWS-	1.26PM			15	170	167	92	92	A	5.7	23	443	SAT.	10.56A	3	ABC	CN		B	7.1	28	552	
SAT.	1.26P	3	CBS	CN					B	4.9	19	381	SCHOOLHOUSE ROCK-11.55AM	33	137	128	85	83	A	1.9	9	148	
IN THE NEWS-	8.26AM-SUN.			7	47		31		A	.6	7	47	SUN.	11.55A	4	ABC	CN		B	2.8	11	218	
1 SUN.	8.26A	3	CBS	CN					B	.8	8	62	SCOOBY & SCRAPPY DOO	31	192	194	99	99	A	7.1	32	552	
IN THE NEWS-	10.56AM			15	192	195	98	98	A	5.8	25	451	SAT.	10.00A	30	ABC	CA		B	8.3	33	646	
SAT.	10.56A	3	CBS	CN					B	5.7	24	443	SPORTSWORLD	22	194	196	98	98	A	7.7	24	599	
IN THE NEWS-	11.26AM			15	184	190	96	97	A	5.6	24	436	1 SUN.	4.33P	87	NBC	SE		B	6.5	17	506	
SAT.	11.26A	3	CBS	CN					B	5.7	24	443	2 SUN.	4.00P	120								
ISSUES AND ANSWERS				34	194	184	99	97	A	3.4	15	265	SUNDAY MORNING	38	139	140	86	86	A	3.6	22	280	
SUN.	12.00N	30	ABC	CC					B	3.8	14	296	SUN.	9.00A	90	CBS	N		B	4.4	22	542	
JASON OF STAR COMMAND				15	170	167	92	92	A	5.7	23	443	TARZAN/LONE RANGER-1	1		190		97	A	6.3	27	490	
SAT.	1.00P	30	CBS	CL					B	5.2	21	405	2 SAT.	11.00A	30	CBS	CA		B	6.3	27	490	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND JUNE 1981 REPORT

PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
K E Y										K E Y									
AVG. AUD. SHARE %										AVG. AUD. SHARE %									
AVG. AUD. (0,000)										AVG. AUD. (0,000)									
WEEKEND DAYTIME CONT'D																			
TARZAN/LONE RANGER-2																			
2 SAT. 11.30A 30 CBS CA																			
TARZAN/LONE RANGER-1																			
1 SAT. 10.00A 30 CBS CA																			
TARZAN/LONE RANGER-2																			
1 SAT. 10.30A 30 CBS CA																			
30 MINUTES																			
SAT. 1.30P 30 CBS DN																			
THUNDARR-THE BARBARIAN																			
SAT. 10.30A 30 ABC CA																			
TIME OUT-8:28AM																			
SAT. 8.28A 2 NBC CN																			
TIME OUT-9:28AM																			
SAT. 9.28A 2 NBC CN																			
TIME OUT-10:28AM																			
SAT. 10.28A 2 NBC CN																			
TIME OUT-11:28AM																			
SAT. 11.28A 2 NBC CN																			
TIME OUT-12:28PM																			

SAT. 12.28P 2 NBC CN																			
TOM AND JERRY																			
SAT. 8.00A 30 CBS CA																			
TOMORROW'S CHAMPIONS(S)																			
2 SUN. 3.00P 60 NBC SE																			
U.S. OPEN GOLF-SAT.(S)																			
2 SAT. 2.30P 240 ABC SE																			
U.S. OPEN GOLF-SUN.(S)																			
2 SUN. 2.30P 249 ABC SE																			
WESTCHESTER CLASSIC-SAT.(S)																			
1 SAT. 4.00P 60 CBS SE																			
WESTCHESTER CLASSIC-SUN.(S)																			
1 SUN. 4.00P 120 CBS SE																			

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,510 14.8		19,530 25.1										
	ABC TV					ABC COMEDY SPECIAL (OP)								ABC MONDAY NIGHT BASEBALL NEW YORK YANKEES VS KANSAS CITY HOUSTON VS PHILADELPHIA (8:30-11:29PM)(-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					9,180 11.8		8,640 11.1	10.3*		10.6*		11.2*		11.8*		12.1*	
	SHARE OF AUDIENCE %					23		20	20 *		19 *		19 *		20 *		21 *	
	AVG. AUD. BY ¼ HR.					11.6	11.9	10.4	10.1	10.5	10.8	11.1	11.4	12.0	11.6	11.9	12.2	
E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,680 16.3		14,470 18.6		17,510 22.5		15,560 20.0		16,730 21.5				
	CBS TV					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)				
	AVERAGE AUDIENCE (Households (000) & %)					10,500 13.5		12,210 15.7		15,400 19.8		13,930 17.9		12,680 16.3	16.5*		16.1*	
	SHARE OF AUDIENCE %					27		29		34		30		29	29 *		29 *	
	AVG. AUD. BY ¼ HR.					13.1	14.0	14.9	16.5	19.4	20.2	17.8	18.0	16.8	16.3	16.5	15.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,720 20.2				14,700 18.9								
	NBC TV							LITTLE HOUSE-PRAIRIE (R)(OP)						NBC MONDAY NIGHT MOVIES FLAMINGO ROAD(R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					10,970 14.1	12.5*		15.7*	8,560 11.0	10.1*		11.2*		11.7*		11.1*	
	SHARE OF AUDIENCE %					27	25 *		29 *	19	17 *		19 *		20 *		20 *	
	AVG. AUD. BY ¼ HR.					11.8	13.2	15.7	15.7	10.0	10.3	11.2	11.2	11.6	11.7	11.1	11.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					21,240 27.3												
	ABC TV													ABC MONDAY NIGHT MOVIE ELVIS (R)(OP)				
	AVERAGE AUDIENCE (Households (000) & %)					10,190 13.1	8.9*		11.0*		12.6*		14.3*		16.4*		15.7*	
	SHARE OF AUDIENCE %					25	19 *		22 *		24 *		26 *		29 *		29 *	
	AVG. AUD. BY ¼ HR.					8.6	9.1	10.5	11.5	12.4	12.7	14.0	14.6	16.3	16.5	15.6	15.7	
E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,760 16.4		11,200 14.4		18,830 24.2		17,580 22.6		18,590 23.9				
	CBS TV					WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		CBS REPORTS-MON. DEFENSE OF AMERICA: THE NUCLEAR BATTLEFIELD				
	AVERAGE AUDIENCE (Households (000) & %)					10,350 13.3		9,650 12.4		16,030 20.6		15,640 20.1		13,070 16.8	16.8*		16.9*	
	SHARE OF AUDIENCE %					29		25		39		36		30	30 *		31 *	
	AVG. AUD. BY ¼ HR.					13.1	13.4	12.0	12.8	19.3	21.9	19.7	20.5	17.3	16.2	17.0	16.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,080 18.1				17,510 22.5								
	NBC TV							LITTLE HOUSE-PRAIRIE (R)(OP)						NBC MONDAY NIGHT MOVIES FLAMINGO ROAD(R)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)					9,570 12.3	11.7*		12.8*	9,410 12.1	9.9*		11.3*		13.7*		13.3*	
	SHARE OF AUDIENCE %					26	25 *		26 *	22	19 *		20 *		24 *		24 *	
	AVG. AUD. BY ¼ HR.					11.4	12.0	12.7	13.0	10.0	9.8	11.0	11.6	13.7	13.7	13.4	13.2	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.3	46.9	47.0	48.5	49.7	51.9	53.8	55.3	57.2	58.5	58.9	59.3	58.5	57.2	55.8	54.4
		WK. 2	45.3	45.6	45.0	45.7	45.7	46.3	48.0	49.8	51.3	54.2	55.4	56.5	57.1	56.3	55.4	54.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5		14,860 19.1		16,570 21.3		15,250 19.6		16,800 21.6			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)				HART TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4		12,840 16.5		14,700 18.9		13,620 17.5		12,450 16.0		16.0*	16.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 14.4	16.3	32 15.7	17.4	34 18.0	19.7	29 17.3	17.6	28 16.0	15.9	27* 16.0	28* 16.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,660 13.7				20,380 26.2							
	CBS TV							PALMERSTOWN (OP)						CBS TUESDAY NIGHT MOVIES THE SURVIVAL OF DANA(R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,170 10.5	10.2*		10.8*	12,760 16.4	13.4*		16.2*		18.1*		18.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 10.3	21*		21*	28 12.6	24*		27*		31*	18.2	32* 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,810 13.9				12,450 16.0				10,190 13.1			
	NBC TV							LOBO (R)(OP)				HILL STREET BLUES (R)(SUS-OP)				NERO WOLFE (R)	
	AVERAGE AUDIENCE (Households (000) & %)					7,240 9.3	8.1*		10.5*	8,480 10.9	10.2*		11.6*	7,860 10.1	10.3*		10.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 8.0	17*		20*	19 10.0	18*		19*	18 10.2	18*	10.3	18* 10.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,150 16.9		13,070 16.8		15,330 19.7		16,180 20.8		19,610 25.2			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)				HART TO HART (R)	
	AVERAGE AUDIENCE (Households (000) & %)					11,360 14.6		11,670 15.0		13,380 17.2		13,930 17.9		15,480 19.9		19.6*	20.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 13.9	15.3	29 14.7	20*	31 16.2	18.2	31 17.2	18.7	36 19.3	35* 19.9	20.3	37* 20.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,340 21.0								15,170 19.5			
	CBS TV									LOVEY: CIRCLE-CHILDREN P2 (R)(OP)						CBS REPORTS-TUE. DEFENSE OF AMERICA: CALL TO ARMS	
	AVERAGE AUDIENCE (Households (000) & %)					8,950 11.5	9.7*		10.4*		12.2*		13.7*	10,890 14.0	14.7*		13.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 9.6	20*		20*		22*		24*	25 14.8	26* 14.6	13.6	24* 12.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,670 15.0				14,320 18.4				14,320 18.4			
	NBC TV							LOBO (R)(OP)				OPRYLAND NIGHT OF STARS (OP)				HILL STREET BLUES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					9,100 11.7	11.1*		12.3*	10,580 13.6	12.9*		14.3*	10,430 13.4	13.0*		13.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 11.0	23*		24*	24 12.5	23*		25*	24 12.8	23* 13.1	13.6	26* 14.2
TV HOUSEHOLDS USING TV		WK. 1	47.0	47.5	47.3	48.3	47.5	48.7	50.0	52.6	54.4	57.5	59.5	60.3	58.4	58.5	57.5
(See Def. 1)		WK. 2	45.3	46.6	46.2	47.4	46.4	48.6	50.4	51.9	54.3	56.2	57.2	59.0	56.7	55.8	55.3
U.S. TV Households: 77,800,000																	

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						13,150 16.9				11,670 15.0				13,230 17.0			
	ABC TV						CHARLIE'S ANGELS				AMERICAN DREAM (OP)				VEGA\$			
	AVERAGE AUDIENCE (Households (000) & %)						9,260 11.9	11.2*		12.6*	8,090 10.4	10.1*		10.7*	10,430 13.4	12.7*		14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR						25 10.8	24* 11.5	25* 12.1	13.1	18 10.0	18* 10.1	10.6	18* 10.7	24 12.1	22* 13.3	14.2	25* 14.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,190 13.1				19,290 24.8							
	CBS TV						WHITE SHADOW (R)(OP)				CBS WEDNESDAY NIGHT MOVIE UPTOWN SATURDAY NIGHT(R)							
	AVERAGE AUDIENCE (Households (000) & %)						6,610 8.5	8.0*		9.0*	11,440 14.7	12.9*		14.4*		16.1*		15.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR						18 7.9	17* 8.2	18* 8.7	9.3	26 12.6	24* 13.2	14.1	25* 14.6	16.4	28* 15.8	15.2	27* 15.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,570 21.3				17,350 22.3		16,880 21.7		16,650 21.4			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,830 15.2	14.6*		15.8*	14,240 18.3		14,940 19.2		12,840 16.5	16.6*		16.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR						31 13.8	32* 15.5	31* 15.6	15.9	33 17.2	33 19.5	33 19.1	19.2	29 16.7	29* 16.5	16.5	29* 16.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,050 14.2				17,270 22.2							
	ABC TV						CHARLIE'S ANGELS (OP)				ABC SUMMER MOVIE TELEFON(R)							
	AVERAGE AUDIENCE (Households (000) & %)						8,090 10.4	9.9*		11.0*	9,570 12.3	10.4*		11.4*		13.0*		14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR						23 9.5	23* 10.3	24* 11.0	11.0	23 10.2	21* 10.7	11.2	21* 11.6	12.6	24* 13.4	14.3	27* 14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,940 19.2								13,230 17.0			
	CBS TV						CBS WEDNESDAY NIGHT MOVIE SILENT VICTORY: THE KITT O'NEIL STORY(R)(OP)								CBS REPORTS-WED DEFENSE OF AMERICA: THE WAR MACHINE			
	AVERAGE AUDIENCE (Households (000) & %)						8,250 10.6	8.4*		9.7*		11.3*		12.8*	9,570 12.3	13.2*		11.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR						22 8.3	19* 8.4	21* 9.2	10.1	23* 11.1	23* 11.6	12.5	23* 13.2	23 13.7	24* 12.6	11.8	22* 10.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,700 18.9				16,180 20.8		16,960 21.8		19,990 25.7			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		FACTS OF LIFE (R)(SUS-OP)		QUINCY, M.E. (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,740 13.8	13.1*		14.5*	13,930 17.9		15,170 19.5		15,950 20.5	20.1*		20.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR						31 12.7	30* 13.5	32* 14.0	14.9	36 16.6	36 19.1	36 18.6	37* 20.4	38 19.8	37* 20.4	40* 20.7	40* 20.9
TV HOUSEHOLDS USING TV WK 1			46.0	46.8	46.8	46.6	45.3	47.3	49.3	51.3	53.3	56.1	58.2	58.8	57.1	56.8	56.9	56.1
(See Def. 1) WK. 2			43.5	44.3	44.7	43.9	42.5	43.9	45.3	46.7	48.1	51.2	53.4	55.8	55.3	53.9	52.8	51.3
U.S. TV Households: 77,800,000																		

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,450 16.0		13,930 17.9		14,080 18.1		13,300 17.1		18,590 23.9			
	ABC TV					WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					9,800 12.6		11,900 15.3		12,290 15.8		12,140 15.6		14,080 18.1		18.3*	17.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					27 11.8		30 13.4		28 15.7		27 15.9		32 17.9		31* 18.7	31* 18.3
E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,210 15.7				15,640 20.1				13,150 16.9			
	CBS TV							WALTONS (R)(OP)				MAGNUM, P.I. (R)				KNOTS LANDING (R)	
	AVERAGE AUDIENCE (Households (000) & %)					8,250 10.6				11,900 15.3				9,650 12.4		12.1*	12.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					22 9.2		20* 9.9		27 14.1		26* 15.1		27* 16.2		21* 12.0	22* 13.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,670 15.0				16,730 21.5							
	NBC TV							NBC MAGAZINE (R)(OP)						NBC THURSDAY NIGHT MOVIES THE ADVENTURES OF NELLIE BLY(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)					8,950 11.5		11.1*		10,190 13.1		11.4*		12.2*		14.2*	14.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					23 10.9		24* 11.2		23 11.0		20* 11.9		21* 12.0		24* 14.0	25* 14.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,130 14.3		12,210 15.7		13,380 17.2		15,330 19.7		18,750 24.1			
	ABC TV					WORK & MINDY (R)		BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)				20/20	
	AVERAGE AUDIENCE (Households (000) & %)					9,340 12.0		10,970 14.1		11,670 15.0		13,460 17.3		13,380 17.2		17.1*	17.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					27 11.0		29 13.0		30 14.3		32 16.2		33 17.3		32* 16.8	34* 17.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,060 15.5				13,690 17.6				13,930 17.9			
	CBS TV							AMERICAN JR. MISS PAGEANT (OP)				KNOTS LANDING (R)				CBS REPORTS-THU. DEFENSE OF AMERICA: THE RUSSIANS	
	AVERAGE AUDIENCE (Households (000) & %)					8,560 11.0		10.4*		9,880 12.7		11.7*		8,790 11.3		11.8*	10.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					24 10.1		24* 10.7		24 11.1		23* 12.3		26* 13.4		21 11.2	21* 10.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,970 14.1				16,730 21.5							
	NBC TV							NBC MAGAZINE (R)(OP)						NBC THURSDAY NIGHT MOVIES THE SEVEN PER-CENT SOLUTION(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					7,620 9.8		9.7*		7,940 10.2		9.7*		8.8*		10.4*	11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					21 9.7		22* 9.7		19 10.4		19* 9.0		16* 8.6		19* 9.9	23* 11.7
TV HOUSEHOLDS USING TV		WK. 1	43.9	44.2	45.2	46.9	46.2	47.7	50.1	53.0	54.9	57.5	58.1	58.7	58.2	58.0	57.4
(See Def. 1)		WK. 2	41.4	43.0	41.9	42.5	42.4	45.3	47.2	49.6	50.1	50.9	52.3	54.8	54.7	53.4	51.8
U.S. TV Households: 77,800,000																	

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,190 13.1		10,190 13.1		22,020 28.3							
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)				WBC HEAVYWGHT CHAMPIONSHIP					(SUS-OP)
	AVERAGE AUDIENCE (Households (000) & %)						8,790 11.3		9,490 12.2		14,470 18.6		16.8* 35		20.4* 38 *		18.5* 34 *	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 11.0	11.5	26 11.7	12.8	15.8	17.7	19.2	21.6	20.1		17.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,230 17.0				16,490 21.2				17,190 22.1			
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						9,340 12.0	10.6*		13.4*	13,070 16.8	16.1*		17.5*	13,230 17.0	16.0*		18.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 10.3	24 *	29 *	29 *	32 15.4	32 *	17.6	32 *	32	30 *	18.2	35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,500 13.5		8,870 11.4		14,320 18.4							
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)		NBC FRIDAY NIGHT MOVIE COTTON CANDY(R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						9,020 11.6		7,390 9.5		7,860 10.1	7.9*		8.9*		11.1*		12.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 11.6	11.7	20 9.2	9.8	19 7.9	16 *	8.7	16 *	9.2	21 *	12.2	24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,650 12.4		10,500 13.5		16,800 21.6							
	ABC TV						BENSON (R)		I'M A BIG GIRL NOW (R)(OP)		ABC FRIDAY NIGHT MOVIE MURDER CAN HURT YOU(R)							
	AVERAGE AUDIENCE (Households (000) & %)						8,480 10.9		9,650 12.4		9,020 11.6	10.6*		10.5*		12.6*		12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 10.2	11.6	28 12.4	12.5	24 10.8	22 *	10.3	21 *	10.7	26 *	12.8	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,580 13.6				17,580 22.6				16,180 20.8			
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						7,620 9.8	8.4*		11.2*	13,620 17.5	16.2*		18.7*	12,760 16.4	16.1*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 7.9	20 *	25 *	25 *	36 15.3	34 *	18.6	37 *	34 16.1	33 *	16.5	35 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,270 13.2		7,940 10.2		10,110 13.0				9,100 11.7			
	NBC TV						HARPER VALLEY (R)		SANFORD (OP)		TONY RANDALL ROYAL-CIRCUS (SUS-OP)				NBC NEWS REPORT THE CHANGING WEST- REFLECTIONS ON THE STILLWATER			
	AVERAGE AUDIENCE (Households (000) & %)						9,100 11.7		7,160 9.2		7,620 9.8	9.6*		10.1*	6,850 8.8	9.3*		8.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 11.5	11.8	21 9.3	9.2	20 9.3	20 *	10.1	20 *	18 9.4	19 *	8.2	18 *
TV HOUSEHOLDS USING TV		WK. 1	43.9	44.6	43.1	44.0	44.3	45.5	46.1	48.0	49.6	51.5	53.4	55.0	54.3	53.7	52.3	51.2
(See Def. 1)		WK. 2	38.4	39.1	39.7	40.8	41.2	43.5	43.8	44.6	46.8	47.7	49.4	50.9	48.6	47.9	47.2	47.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,980 15.4				15,950 20.5				16,490 21.2			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,700 9.9	8.8*		11.0*	12,760 16.4	15.6*		17.2*	12,450 16.0	15.2*		16.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					22 8.5	20 * 9.0		24 * 10.2	34 11.7	33 * 15.0		35 * 16.3	33 17.1	32 * 17.3		34 * 17.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,570 12.3		17,580 22.6									
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,010 10.3		8,560 11.0	8.4*		11.2*		10.9*		12.1*		12.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					24 10.6	20 * 10.1	23 8.1	19 * 8.7	23 * 11.0	22 * 11.4		22 * 11.2	25 * 10.7	26 * 12.1		26 * 12.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,320 18.4				11,200 14.4				9,340 12.0			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,270 13.2	12.2*		14.2*	8,170 10.5	10.2*		10.8*	7,550 9.7	9.0*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					30 11.8	28 * 12.7	31 * 14.2	31 * 14.1	22 9.9	21 * 10.4		22 * 10.9	20 8.8	19 * 9.2		21 * 10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,270 13.2				16,880 21.7				17,270 22.2			
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					7,390 9.5	8.9*		10.1*	13,070 16.8	15.8*		17.7*	13,300 17.1	16.9*		17.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					22 8.5	21 * 9.4	23 * 9.5	23 * 10.8	36 14.9	34 * 16.7		37 * 17.5	37 16.5	36 * 17.2		38 * 17.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,060 15.5				17,430 22.4							
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,320 10.7	10.1*		11.4*	10,580 13.6	12.7*		13.0*		14.2*		14.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					25 9.9	24 * 10.4	26 * 10.7	26 * 12.1	29 12.5	28 * 12.9		27 * 13.1	30 * 12.9	30 * 14.1		31 * 14.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,440 14.7				9,340 12.0				9,410 12.1			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					8,320 10.7	10.7*		10.8*	6,770 8.7	8.2*		9.2*	6,300 8.1	8.1*		8.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					25 10.9	25 * 10.5	25 * 10.9	25 * 10.6	19 8.0	18 * 8.4		19 * 9.1	17 9.3	17 * 7.9		18 * 8.5
TV HOUSEHOLDS USING TV			WK. 1	39.5	41.3	43.3	43.6	43.0	43.9	44.9	45.9	47.0	48.5	48.5	49.3	48.1	47.9	48.8
(See Def. 1)			WK. 2	40.0	40.6	41.1	41.4	41.9	42.5	42.9	44.4	45.4	46.8	47.4	47.4	46.5	46.9	45.9

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,510 5.8																
	ABC TV	ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8																
	SHARE OF AUDIENCE %	13																
E E K 2	AVG. AUD. BY ¼ HR. %	5.8																
	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
W E E K 2	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)	{ 11,200 14.4																
	NBC TV	SATURDAY NIGHT (11:30-12:47AM) (SUSTAINING 12:47-1:00AM)																
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 7,000																
	SHARE OF AUDIENCE %	9.0	9.6*					9.0*										
	AVG. AUD. BY ¼ HR. %	29	27 *					30 *										
		9.7	9.6	9.3				8.7	8.1	7.7								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 6.8																
	ABC TV	ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,980																
	SHARE OF AUDIENCE %	6.4																
W E E K 2	AVG. AUD. BY ¼ HR. %	15																
	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{																
W E E K 2	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)	{ 11,670 15.0																
	NBC TV	SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)																
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{ 6,690																
	SHARE OF AUDIENCE %	8.6	9.5*					8.5*										
	AVG. AUD. BY ¼ HR. %	28	28 *					28 *										
		9.4	9.7	9.1				8.0	7.4	7.1								
TV HOUSEHOLDS USING TV WK. 1		44.8	41.1	36.4	33.9	30.6	28.9	25.4	23.3	20.6	18.7	16.7	14.1	12.2	11.0	9.4	8.2	
(See Def. 1) WK. 2		44.1	40.1	34.6	32.8	31.4	29.2	27.3	25.5	22.7	19.6	17.7	15.8	13.4	11.7	10.5	9.1	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	11,510 14.8								17,740 22.8							
	ABC TV		ROOTS: NEXT GENERATIONS (R)(OP)										ABC SUNDAY NIGHT MOVIE SHADOW OF THE HAM (9:00-10:55PM)(SUS-OP) (SUS-OP 10:55-10:58PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	6,150 7.9	6.7*		7.1*		8.4*		9.4*	10,810 13.9	11.7*		13.2*		15.1*		16.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 6.7	15* 6.7		15* 7.1		17* 8.3		18* 9.1	25 11.4	21* 12.0		23* 13.2		27* 14.6		30* 15.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	19,290 24.8				13,620 17.5		13,300 17.1		16,490 21.2		17,350 22.3		17,660 22.7			
	CBS TV		60 MINUTES (R)		ARCHIE BUNKER'S PLACE (R)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		CBS REPORTS THE DEFENSE OF THE UNITED STATES					
	AVERAGE AUDIENCE (Households (000) & %)	{	14,940 19.2	18.6*		19.7*	11,830 15.2		11,900 15.3		14,080 18.1	15,020 19.3		12,600 16.2		16.7*		15.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	41 18.2	42* 19.1		41* 19.6	31 15.0		29 15.5		33 17.1	34 19.1		30 16.9		30* 16.5		29* 15.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	12,990 16.7				16,420 21.1				21,940 28.2							
	NBC TV		DISNEY'S WONDERFUL WORLD THE WILD COUNTRY, PART 2(R)				CHIPS (R)(OP)				BIG EVENT AUDREY ROSE(R)(OP) (9:00-11:20PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,960 12.8	12.1*		13.5*	12,600 16.2		14.9*		11,980 15.4	14.0*		14.4*		14.9*		16.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 11.8	27* 12.4		28* 13.3	32 14.1		31* 15.7		28 14.2	26* 13.8		25* 14.4		27* 14.8		31* 15.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,900 15.3								24,120 31.0							
	ABC TV		ROOTS: NEXT GENERATIONS (R)(OP)										ABC SUNDAY NIGHT MOVIE BITE THE BULLET(R) (9:00-11:45PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,760 7.4	6.3*		6.6*		7.6*		9.0*	12,060 15.5	14.8*		15.8*		16.0*		16.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 6.5	15* 6.1		15* 6.5		16* 6.8		18* 7.5	30 14.3	28* 15.3		28* 15.8		29* 15.9		30* 16.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	18,670 24.0				14,860 19.1		12,530 16.1		15,400 19.8		16,730 21.5		17,510 22.5			
	CBS TV		60 MINUTES (R)		CRONKITE'S UNIVERSE(B)		ONE DAY AT A TIME (R)(OP)		ALICE (R)		JEFFERSONS (R)		TRAPPER JOHN, M.D. (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{	14,160 18.2	17.8*		18.7*	12,680 16.3		10,970 14.1		13,150 16.9	15,090 19.4		13,150 16.9		16.7*		17.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	41 17.1	41* 18.5		42* 19.2	34 16.6		28 13.7		32 16.0	34 17.8		31 18.6		30* 20.2		32* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,810 13.9				14,160 18.2				16,880 21.7							
	NBC TV		DISNEY'S WONDERFUL WORLD NAPOLEON AND SAMANTHA, PART 1(R)				CHIPS (R)(OP)				BIG EVENT LOVING YOU(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	7,550 9.7	9.0*		10.5*	10,970 14.1		12.8*		9,960 12.8	11.4*		12.3*		13.7*		13.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 8.7	21* 9.2		23* 10.1	29 12.0		27* 13.7		23 11.0	21* 11.9		22* 12.1		25* 12.5		25* 13.5
TV HOUSEHOLDS USING TV		WK. 1	44.0	45.5	47.4	48.2	47.4	49.8	51.5	53.5	54.1	55.7	56.3	57.4	56.7	55.6	54.4	52.8
(See Def. 1)		WK. 2	42.3	43.6	44.8	44.7	46.3	48.9	49.9	51.7	52.6	54.5	56.1	57.7	56.3	55.4	54.4	53.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,120 5.3																
	ABC TV		ABC WEEKEND REPORT- SUN.																
	AVERAGE AUDIENCE (Households (000) & %)	{	3,970 5.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	11 5.1																
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4																
	CBS TV		CBS SUNDAY NEWS- BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{	4,750 6.1																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{	13 6.1																
1	TOTAL AUDIENCE (Households (000) & %)	{					2,960 3.8												
	NBC TV		BIG EVENT AUDREY ROSE(R) (9:00-11:20PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{					1,790 2.3												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{					10 2.9												
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																	
	ABC TV		ABC SUNDAY NIGHT MOVIE BITE THE BULLET(R) (9:00-11:45PM)																
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{																	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																	
	CBS TV		CBS SUNDAY NEWS- BRADLEY																
	AVERAGE AUDIENCE (Households (000) & %)	{																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{																	
2	TOTAL AUDIENCE (Households (000) & %)	{					2,720 3.5												
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{					1,320 1.7												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{					6 1.8												
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	49.6	42.1	35.1	30.5	26.9	24.8	21.2	18.6	16.4	14.9	12.5	10.2	8.5	7.0	5.6	4.5
			WK. 2	50.0	45.1	37.6	31.4	27.6	24.2	21.1	19.2	16.7	14.5	12.2	10.3	8.9	7.5	5.9	5.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{			4,280 5.5				4,900 6.3									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)	{			3,270 4.2				4,120 5.3									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				27 4.0		4.4		27 5.1		5.5							
E	TOTAL AUDIENCE (Households (000) & %)	{	2,960 3.8					3,030 3.9							5,130 6.6		6,220 8.0	
	CBS TV				MORNING-CHARLES KURALT			CAPTAIN KANGAROO							JEFFERSONS M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,870 2.4	2.4*		2.5*		1,950 2.5	2.0*		2.9*				4,360 5.6		5,370 6.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 2.3	20 * 2.5		16 * 2.4		13 1.8	11 * 2.2		15 * 2.8				27 5.3		32 5.9	7.1
K	TOTAL AUDIENCE (Households (000) & %)	{			4,120 5.3				4,590 5.9						3,030 3.9		3,660 4.7	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,270 4.2				3,810 4.9						2,490 3.2		2,960 3.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				27 4.1		4.2		25 4.9		4.8				15 3.1	3.3	18 3.8	3.8
1	TOTAL AUDIENCE (Households (000) & %)	{			4,430 5.7				4,750 6.1									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)	{			3,420 4.4				4,050 5.2									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				29 4.3		4.5		27 5.2		5.2							
E	TOTAL AUDIENCE (Households (000) & %)	{	3,190 4.1					3,030 3.9							5,370 6.9		6,850 8.8	
	CBS TV				MORNING-CHARLES KURALT			CAPTAIN KANGAROO							JEFFERSONS M-F		ALICE-M-F	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,950 2.5	2.2*		2.8*		1,950 2.5	2.3*		2.8*				4,590 5.9		5,840 7.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		19 1.9	19 * 2.5		19 * 2.7		13 2.2	13 * 2.4		14 * 2.7				27 5.4	6.4	34 7.3	7.8
K	TOTAL AUDIENCE (Households (000) & %)	{			3,890 5.0				4,200 5.4						2,880 3.7		3,350 4.3	
	NBC TV				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						LAS VEGAS GAMBIT		BLOCKBUSTERS	
	AVERAGE AUDIENCE (Households (000) & %)	{			3,110 4.0				3,420 4.4						2,410 3.1		2,800 3.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				27 3.8		4.1		23 4.3		4.4				14 3.0	3.2	16 3.6	3.6
TV HOUSEHOLDS USING TV WK 1		WK. 2	8.6	10.6	12.4	13.9	15.4	17.1	18.3	19.1	19.6	20.1	20.4	20.8	20.3	20.9	21.1	21.4
(See Def. 1)			8.3	10.1	11.7	13.0	15.0	16.2	17.3	18.5	19.0	20.2	20.7	21.3	21.2	22.3	22.1	22.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 8-12, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
TOTAL AUDIENCE (Households (000) & %)		{ 7,240 9.3		{ 6,460 8.3		{ 6,460 8.3		{ 9,880 12.7		{ 8,870 11.4		{ 8,870 11.4		{ 8,870 11.4		{ 8,870 11.4		
ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		
AVERAGE AUDIENCE (Households (000) & %)		{ 5,210 6.7		{ 5,450 7.0		{ 5,450 7.0		{ 7,390 9.5		{ 6,540 8.4		{ 6,540 8.4		{ 6,540 8.4		{ 6,540 8.4		
SHARE OF AUDIENCE %		{ 30 6.0		{ 28 6.8		{ 27 6.9		{ 34 8.9		{ 31 8.2		{ 31 8.2		{ 31 8.2		{ 31 8.2		
AVG. AUD. BY ¼ HR. %		{ 6.2* 6.5		{ 7.1* 7.3		{ 7.1* 7.1		{ 9.2* 9.6		{ 8.2* 8.1		{ 8.2* 8.1		{ 8.2* 8.1		{ 8.2* 8.1		
TOTAL AUDIENCE (Households (000) & %)		{ 5,680 7.3		{ 6,690 8.6		{ 7,940 10.2		{ 7,310 9.4		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2		{ 5,600 7.2		
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		SEARCH FOR TOMORROW		SEARCH FOR TOMORROW		SEARCH FOR TOMORROW		SEARCH FOR TOMORROW		
AVERAGE AUDIENCE (Households (000) & %)		{ 4,670 6.0		{ 5,760 7.4		{ 5,680 7.3		{ 5,060 6.5		{ 4,820 6.2		{ 4,820 6.2		{ 4,820 6.2		{ 4,820 6.2		
SHARE OF AUDIENCE %		{ 28 5.7		{ 32 7.2		{ 28 7.1		{ 24 7.5		{ 26* 6.8		{ 26* 6.8		{ 26* 6.8		{ 26* 6.8		
AVG. AUD. BY ¼ HR. %		{ 6.3 6.3		{ 7.6 7.6		{ 7.2 7.2		{ 6.1 6.1		{ 6.9* 7.0		{ 6.9* 7.0		{ 6.9* 7.0		{ 6.9* 7.0		
TOTAL AUDIENCE (Households (000) & %)		{ 4,750 6.1		{ 4,280 5.5		{ 2,960 3.8		{ 3,270 4.2		{ 6,070 7.8		{ 5,290 6.8		{ 5,290 6.8		{ 5,290 6.8		
NBC TV		WHEEL OF FORTUNE		WEDDING DAY		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD		ANOTHER WORLD		ANOTHER WORLD		
AVERAGE AUDIENCE (Households (000) & %)		{ 4,050 5.2		{ 3,500 4.5		{ 2,490 3.2		{ 2,800 3.6		{ 4,590 5.9		{ 3,970 5.1		{ 3,970 5.1		{ 3,970 5.1		
SHARE OF AUDIENCE %		{ 24 5.1		{ 20 4.7		{ 13 3.0		{ 14 3.7		{ 21 5.5		{ 19 5.1		{ 19 5.1		{ 19 5.1		
AVG. AUD. BY ¼ HR. %		{ 5.3 5.3		{ 4.3 4.3		{ 3.3 3.3		{ 3.6 3.6		{ 5.7 5.7		{ 6.2 6.2		{ 4.9 4.9		{ 5.1 5.1		
TOTAL AUDIENCE (Households (000) & %)		{ 8,090 10.4		{ 6,540 8.4		{ 6,610 8.5		{ 9,180 11.8		{ 8,870 11.4		{ 8,870 11.4		{ 8,870 11.4		{ 8,870 11.4		
ABC TV		THREE'S COMPANY DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		ONE LIFE TO LIVE (SUS-OP)		
AVERAGE AUDIENCE (Households (000) & %)		{ 5,680 7.3		{ 5,450 7.0		{ 5,450 7.0		{ 6,850 8.8		{ 6,690 8.6		{ 6,690 8.6		{ 6,690 8.6		{ 6,690 8.6		
SHARE OF AUDIENCE %		{ 32 6.5		{ 27 6.6		{ 27 7.0		{ 31 7.9		{ 33 8.8		{ 33 9.3		{ 33 9.2		{ 33 9.2		
AVG. AUD. BY ¼ HR. %		{ 6.9* 7.3		{ 7.8* 7.9		{ 7.8* 7.9		{ 8.3* 8.8		{ 9.3* 9.2		{ 9.3* 9.2		{ 9.3* 9.2		{ 9.3* 9.2		
TOTAL AUDIENCE (Households (000) & %)		{ 5,600 7.2		{ 6,460 8.3		{ 8,170 10.5		{ 7,160 9.2		{ 5,760 7.4		{ 5,760 7.4		{ 5,760 7.4		{ 5,760 7.4		
CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)		YOUNG AND THE RESTLESS		AS THE WORLD TURNS (SUS-OP)(OP)		SEARCH FOR TOMORROW (MWTHT)(SUS-OP)(OP)		SEARCH FOR TOMORROW (MWTHT)(SUS-OP)(OP)		SEARCH FOR TOMORROW (MWTHT)(SUS-OP)(OP)		SEARCH FOR TOMORROW (MWTHT)(SUS-OP)(OP)		
AVERAGE AUDIENCE (Households (000) & %)		{ 4,820 6.2		{ 5,520 7.1		{ 5,840 7.5		{ 4,980 6.4		{ 5,130 6.6		{ 5,130 6.6		{ 5,130 6.6		{ 5,130 6.6		
SHARE OF AUDIENCE %		{ 27 6.2		{ 30 6.9		{ 28 7.2		{ 23 6.1		{ 25* 7.0		{ 25* 7.0		{ 25* 7.0		{ 25* 7.0		
AVG. AUD. BY ¼ HR. %		{ 6.3 6.3		{ 7.2 7.2		{ 7.6 7.6		{ 6.2 6.2		{ 6.8* 7.0		{ 6.8* 7.0		{ 6.8* 7.0		{ 6.8* 7.0		
TOTAL AUDIENCE (Households (000) & %)		{ 4,670 6.0		{ 3,580 4.6		{ 3,030 3.9		{ 3,270 4.2		{ 5,990 7.7		{ 4,820 6.2		{ 4,820 6.2		{ 4,820 6.2		
NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD (SUS-OP)(OP)		ANOTHER WORLD (SUS-OP)(OP)		ANOTHER WORLD (SUS-OP)(OP)		
AVERAGE AUDIENCE (Households (000) & %)		{ 3,810 4.9		{ 3,110 4.0		{ 2,490 3.2		{ 2,720 3.5		{ 4,360 5.6		{ 3,660 4.7		{ 3,660 4.7		{ 3,660 4.7		
SHARE OF AUDIENCE %		{ 22 4.8		{ 17 3.9		{ 13 3.1		{ 13 3.5		{ 20 5.5		{ 20* 5.8		{ 20* 5.8		{ 20* 5.8		
AVG. AUD. BY ¼ HR. %		{ 5.0 5.0		{ 4.1 4.1		{ 3.3 3.3		{ 3.5 3.5		{ 5.5 5.5		{ 5.6 5.6		{ 5.6 5.6		{ 5.6 5.6		
TV HOUSEHOLDS USING TV		WK. 1	21.3	22.2	22.6	23.3	24.4	25.9	25.8	26.4	27.2	27.8	27.0	27.3	26.5	26.9	26.9	28.1
(See Def. 1)		WK. 2	22.7	23.4	23.4	24.3	25.2	26.8	26.5	27.2	27.4	27.8	27.5	27.7	26.8	27.3	27.0	27.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY MON.-FRI. JUNE 15-19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 8-12, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	10,970 14.1	GENERAL HOSPITAL (SUS-OP)						4,200 5.4	EDGE OF NIGHT								9,020 11.6 ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	8,790 11.3	11.0*		11.6*				3,810 4.9									7,940 10.2
	SHARE OF AUDIENCE %	{	37	37 *		37 *				16									23
	AVG. AUD. BY ¼ HR.	%	10.6	11.4	11.7	11.5				5.1	4.7								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	7,240 9.3	GUIDING LIGHT (OP)						4,280 5.5	ONE DAY AT A TIME-M-F								9,490 12.2 CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,600 7.2	7.2*		7.2*				3,420 4.4									8,250 10.6
	SHARE OF AUDIENCE %	{	23	24 *		23 *				15									24
	AVG. AUD. BY ¼ HR.	%	7.1	7.2	7.3	7.1				4.0	4.7								
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,670 6.0	TEXAS														8,480 10.9 NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.5	4.4*		4.6*												7,240 9.3	
	SHARE OF AUDIENCE %	{	15	15 *		15 *												21	
	AVG. AUD. BY ¼ HR.	%	4.5	4.4	4.5	4.7												9.0 9.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	10,350 13.3	GENERAL HOSPITAL >(SUS-OP)(OP)						4,200 5.4	EDGE OF NIGHT (PMTHF)(OP)								8,090 10.4 ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	8,250 10.6							3,730 4.8									7,000 9.0
	SHARE OF AUDIENCE %	{	36							17									21
	AVG. AUD. BY ¼ HR.	%	10.4							4.8	4.7								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,850 8.8	GUIDING LIGHT (OP)						3,890 5.0	ONE DAY AT A TIME-M-F								9,020 11.6 CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,370 6.9	6.9*		6.8*				3,190 4.1									7,860 10.1
	SHARE OF AUDIENCE %	{	24	24 *		23 *				15									24
	AVG. AUD. BY ¼ HR.	%	7.0	6.8	6.9	6.6				3.8	4.4								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,120 5.3	TEXAS														8,400 10.8 NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,190 4.1	3.9*		4.1*												7,310 9.4	
	SHARE OF AUDIENCE %	{	14	14 *		14 *												22	
	AVG. AUD. BY ¼ HR.	%	3.9	4.0	4.2	4.1												9.3 9.6	
TV HOUSEHOLDS USING TV		WK. 1	29.4	30.7	31.2	31.7	30.1	31.4	31.7	33.2	34.4	36.5	37.7	39.5	41.6	43.0	43.3	44.5	
(See Def. 1)		WK. 2	28.2	28.9	29.7	29.9	28.0	29.2	28.9	30.2	31.7	33.9	35.8	38.0	40.3	41.5	41.3	42.0	

U.S. TV Households: 77,000,000

For explanation of symbols, See page A.

DAY MON.-FRI. JUNE 15-19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 13, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					2,330 3.0		3,890 5.0		5,130 6.6		6,150 7.9		6,460 8.3		5,060 6.5		
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,020 2.6		3,110 4.0		4,360 5.6		5,060 6.5		5,450 7.0		4,430 5.7		
	SHARE OF AUDIENCE %					27		32		33		32		32		25		
WEEK 1	AVG. AUD. BY ¼ HR. %					2.3	2.8	3.7	4.2	5.1	6.0	6.3	6.7	7.2	6.9	5.8	5.6	
	TOTAL AUDIENCE (Households (000) & %)					2,650 3.4		3,030 3.9		4,590 5.9		5,680 7.3		5,290 6.8		5,370 6.9		
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,020 2.6		2,410 3.1		3,580 4.6		4,820 6.2		4,510 5.8		4,510 5.8		
WEEK 1	SHARE OF AUDIENCE %					26		22		27		31		27		26		
	AVG. AUD. BY ¼ HR. %					2.1	3.1	2.8	3.4	4.2	5.0	5.8	6.6	5.7	5.8	5.9	5.8	
	TOTAL AUDIENCE (Households (000) & %)					1,630 2.1		2,260 2.9		2,720 3.5		3,350 4.3		3,660 4.7		4,430 5.7		
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)		
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)					1,320 1.7		2,020 2.6		2,330 3.0		2,650 3.4		3,110 4.0		3,580 4.6		
	SHARE OF AUDIENCE %					18		21		19		18		19		21		
	AVG. AUD. BY ¼ HR. %					1.7	1.8	2.4	2.7	2.9	3.2	3.1	3.7	3.9	4.1	4.0	5.2	
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)					2,410 3.1		3,580 4.6		4,750 6.1		5,370 6.9		6,850 8.8		5,760 7.4	
ABC TV						GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)		
AVERAGE AUDIENCE (Households (000) & %)						1,950 2.5		2,960 3.8		3,970 5.1		4,670 6.0		5,520 7.1		4,980 6.4		
SHARE OF AUDIENCE %						27		29		30		30		32		28		
WEEK 2	AVG. AUD. BY ¼ HR. %					2.2	2.8	3.3	4.2	5.1	5.2	5.6	6.3	7.0	7.3	6.4	6.4	
	TOTAL AUDIENCE (Households (000) & %)					2,490 3.2		4,120 5.3		5,520 7.1		6,690 8.6		5,600 7.2		6,460 8.3		
	CBS TV					TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					1,870 2.4		3,500 4.5		4,430 5.7		5,370 6.9		4,820 6.2		5,210 6.7		
WEEK 2	SHARE OF AUDIENCE %					22		31		34		35		28		29		
	AVG. AUD. BY ¼ HR. %					2.0	2.7	4.2	4.7	5.4	6.0	6.6	7.1	6.2	6.3	6.7	6.7	
	TOTAL AUDIENCE (Households (000) & %)					1,630 2.1		2,960 3.8		2,490 3.2		3,110 4.0		3,580 4.6		4,590 5.9		
	NBC TV					FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		GODZILLA (OP)		BATMAN & SUPER 7 I (OP)		BATMAN & SUPER 7 II (OP)		DAFFY DUCK SHOW (OP)		
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)					1,480 1.9		2,260 2.9		2,020 2.6		2,720 3.5		3,190 4.1		3,970 5.1		
	SHARE OF AUDIENCE %					20		22		16		18		19		23		
	AVG. AUD. BY ¼ HR. %					1.7	2.1	2.7	3.0	2.4	2.9	3.4	3.6	4.1	4.2	4.8	5.4	
	TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.1	5.7	5.9	7.1	9.0	10.7	12.8	14.7	15.9	18.4	19.4	21.2	21.5	21.9	21.9
		WK. 2	4.8	5.2	6.6	8.1	10.0	11.4	14.0	15.3	16.1	17.5	19.2	20.3	21.6	22.7	22.8	23.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. JUNE 20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. JUNE 13, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,290 6.8		{ 5,290 6.8		{ 5,520 7.1		{ 5,130 6.6										
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PART 1		AMERICAN BANDSTAND '81										
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,510 5.8		{ 4,120 5.3		{ 4,590 5.9		{ 3,030 3.9		{ 3.5*		{ 4.2*						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 28 5.9		{ 26 5.4		{ 25 5.7		{ 16 3.5		{ 14 *		{ 17 *						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 5,600 7.2		{ 4,980 6.4		{ 5,370 6.9		{ 5,370 6.9		{ 4,200 5.4						
	CBS TV	ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.1		{ 4,510 5.8		{ 4,200 5.4		{ 4,200 5.4		{ 4,280 5.5		{ 3,500 4.5						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 22 5.1		{ 25 5.7		{ 23 5.4		{ 23 5.4		{ 23 5.1		{ 19 4.9		{ 4.1				
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,750 6.1		{ 4,510 5.8		{ 3,190 4.1		{ 3,270 4.2				{ 4,280 5.5		{ 8,640 11.1				
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES				NBC STRIKE UPDATE		(1)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,050 5.2		{ 3,500 4.5		{ 2,800 3.6		{ 2,570 3.3				{ 2,410 3.1		{ 3,110 4.0				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 23 5.2		{ 20 4.5		{ 15 3.5		{ 13 3.7		{ 13 3.4		{ 19 *		{ 16 2.7		{ 3.1		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,820 6.2		{ 4,430 5.7		{ 4,430 5.7		{ 4,750 6.1				{ 12,530 16.1						
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS HORSE THAT PLAYED CENTERFIELD, PART 2		AMERICAN BANDSTAND '81				U.S. OPEN GOLF-SAT. (2:30-5:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.0		{ 3,810 4.9		{ 3,500 4.5		{ 2,960 3.8		{ 3.3*		{ 4.3*		{ 4,750 6.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 22 5.0		{ 22 4.9		{ 19 4.4		{ 16 3.2		{ 14 *		{ 17 *		{ 21 4.7				
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,990 7.7		{ 5,910 7.6		{ 5,290 6.8		{ 5,130 6.6		{ 5,840 7.5		{ 4,980 6.4						
	CBS TV	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		JASON OF STAR COMMAND (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,900 6.3		{ 4,980 6.4		{ 4,510 5.8		{ 4,280 5.5		{ 4,590 5.9		{ 4,280 5.5						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 27 6.3		{ 27 6.2		{ 25 5.6		{ 24 5.4		{ 23 5.7		{ 22 6.2		{ 5.7				
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 6.4		{ 5,290 6.8		{ 3,810 4.9		{ 3,890 5.0				{ 3,660 4.7		{ 8,640 11.1				
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES				NBC SPORTS-SUMMER SEASON		NBC SPORTS PRESENTS (2:30-5:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,280 5.5		{ 4,430 5.7		{ 3,110 4.0		{ 3,350 4.3				{ 2,720 3.5		{ 3,110 4.0		{ 3.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 24 5.4		{ 25 5.4		{ 17 4.1		{ 18 4.1		{ 18 4.5		{ 14 3.6		{ 15 3.4		{ 15 *		
TV HOUSEHOLDS USING TV		WK. 1	22.8	22.6	22.7	23.1	23.2	23.7	24.2	23.6	23.2	24.4	24.1	23.2	22.6	23.3	23.9	24.7
(See Def. 1)		WK. 2	23.0	23.2	23.1	23.8	23.6	23.1	22.9	23.8	25.2	25.7	25.0	25.1	24.9	24.6	24.7	24.8

U.S. TV Households: 77,800,000

(1) CONFRONT-BSBL STRIKES OUT, NBC, (2:45-5:00PM)(S)

For explanation of symbols, See page A.

DAY SAT. JUNE 20, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						8,250 10.6							11,200 14.4				
	ABC TV						PRO BOWLERS-SPRING ED.						ABC WIDE WORLD-SPORTS SAT					
	AVERAGE AUDIENCE (Households (000) & %)						4,750 6.1	4.9*		5.9*		7.4*	5,520 7.1	6.9*		6.7*		7.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						23 4.8	20 *		22 *		27 *	23 7.1	25 *		22 *		22 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)						5,450 7.0						8,480 10.9					8,090 10.4
	CBS TV						WESTCHESTER CLASSIC-SAT.						CBS SPORTS SATURDAY					CBS SAT. NEWS-SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)						2,880 3.7	3.9*				3.6*	5,370 6.9	5.9*		8.0*		6,690 8.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.						14 4.2	15 *				14 *	24 5.0	21 *		26 *		23 8.6
E E K 1	TOTAL AUDIENCE (Households (000) & %)												4,120 5.3					6,690 8.6
	NBC TV						CONFRONT-BSBL STRIKES OUT (2:45-5:00PM)						LADIES PGA CHAMP-SAT					NBC NIGHTLY NEWS-SAT.
	AVERAGE AUDIENCE (Households (000) & %)												2,410 3.1	2.9*		3.2*		5,910 7.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.												11 2.9	11 *		11 *		20 7.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																	
TV HOUSEHOLDS USING TV		WK. 1	24.6	24.2	24.0	25.0	26.0	26.5	27.6	28.2	27.3	28.8	30.8	31.5	33.5	36.0	37.1	37.9
(See Def. 1)		WK. 2	24.5	24.9	25.2	25.4	26.7	27.4	27.6	28.6	28.5	29.9	32.0	34.6	35.7	38.0	38.4	39.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

U.S. TV Households: 77,800,000

For explanation of symbols, see page 4.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JUNE 14, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,800 3.6		2,020 2.6			3,420 4.4										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 3.1		1,560 2.0			2,880 3.7										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		15 3.2	3.1	9 2.1	2.0		16 3.7	3.7									
K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,580 4.6									7,700 9.9				
	CBS TV				FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)	{			2,880 3.7									3,970 5.1				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				17 3.8	3.5								18 4.1	4.4* 4.6	5.7* 5.5	20* 5.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,350 4.3									8,400 10.8	
	NBC TV							MEET THE PRESS									LADIES PGA CHAMP-SUN (2:30-4:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{						2,800 3.6									3,660 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							15 3.5	3.6								16 4.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,330 3.0		1,630 2.1			2,960 3.8									14,630 18.8	
	ABC TV																U.S. OPEN GOLF-SUN. (2:30-5:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,020 2.6		1,400 1.8			2,410 3.1									6,920 8.9	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		14 2.4	2.8	9 1.8	1.7		15 2.3	2.9								28 6.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,030 3.9													
	CBS TV				FACE THE NATION													
	AVERAGE AUDIENCE (Households (000) & %)	{			2,490 3.2													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %				16 3.1	3.3												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{						3,420 4.4										
	NBC TV							MEET THE PRESS									RELIGIOUS SERIES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)	{						2,800 3.6										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %							17 3.4	3.7									
TV HOUSEHOLDS USING TV		WK. 1	20.6	21.8	22.2	22.3	23.2	23.9	24.9	25.8	26.2	27.7	28.5	28.7	28.4	28.9	28.8	29.0
(See Def. 1)		WK. 2	17.8	18.3	19.4	20.3	20.4	21.6	22.0	22.2	22.1	22.5	23.1	24.3	24.5	25.3	27.1	28.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SUN. JUNE 21, 1981

DAY SUN. JUNE 21, 1981

OTHER PROGRAMS

[illegible]

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR. %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR. %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC TUESDAY MOVIE-WEEK-PART 2-CONT'D																	
	2	1.26- 2.13AM	(SUS)														
CBS NEWSBREAK-M-F		>	8.45	8,640	11.1	8,250	10.6	20	11.0	M-F	8,250	10.6	8,250	10.6	22	10.9	M-F
			9.00													9.4	WED.
CBS LATE MOVIE I		>	11.30	7,700	9.9	4,980	6.4	22	7.0	M-F	7,390	9.5	4,510	5.8	20	6.6	M-F
			11.45				6.9*	20*	6.7	M-F				6.4*	19*	6.3	M-F
			12.00						6.5	M-F						5.8	M-F
			12.15				6.2*	23*	6.0	M-F				5.5*	21*	5.3	M-F
			12.30						5.8	M-F						5.1	M-F
			12.45						5.2	M-F						4.9	M-F
		VARIOUS TIMES	(SUS)														
CBS LATE MOVIE II		>	12.30	4,120	5.3	3,350	4.3	23	4.5	M-F	4,120	5.3	3,420	4.4	24	4.5	M-F
			12.45				4.9*	24*	4.5	M-F						4.5	M-F
			1.00						4.2	M-F						4.3	M-F
			1.15				4.1*	23*	4.1	M-F				4.3*	25*	4.2	M-F
		VARIOUS TIMES	(SUS)														
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	8,320	10.7	8,320	10.7	21	10.7	M-F	7,780	10.0	7,780	10.0	21	10.0	M-F
NBC NBC NEWS UPDATE-2-M-F	1	>	9.30	9,100	11.7	9,100	11.7	20	7.3	M-F							
	2	>	9.45						13.9	M-F	7,390	9.5	7,390	9.5	17	9.5	TU&TH
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,800	12.6	6,070	7.8	25	9.3	M-F	9,960	12.8	6,300	8.1	27	9.4	M-F
			11.45				8.8*	25*	8.3	M-F				9.0*	26*	8.5	M-F
			12.00						7.4	M-F						7.8	M-F
			12.15				6.8*	25*	6.2	M-F				7.2*	27*	6.5	M-F
NBC SCTV NETWORK/90	2	12.30- 1.58AM	12.30								5,370	6.9	3,030	3.9	21	4.8	FRI.
			12.45											4.4*	20*	4.1	FRI.
			1.00													4.2	FRI.
			1.15											4.0*	22*	3.7	FRI.
			1.30													3.4	FRI.
			1.45											3.3*	21*	3.1	FRI.
	2	1.58- 2.00AM	(SUS)														
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,730	4.8	2,960	3.8	18	4.2	M-TH	3,730	4.8	3,190	4.1	20	4.5	M-TH
			12.45						3.4	M-TH						3.7	M-TH
NBC TOMORROW FRIDAY SPECIAL(S)	1	12.30- 1.49AM	12.30	8,090	10.4	5,680	7.3	32	7.5	FRI.							
			12.45				7.4*	28*	7.4	FRI.							
			1.00						7.3	FRI.							
			1.15				7.6*	35*	7.8	FRI.							
			1.30						6.7	FRI.							
			1.45						6.1	FRI.							
	1	1.49- 2.00AM	(SUS)														
NBC TOMORROW COAST TO COAST-2		>	1.00	2,800	3.6	2,020	2.6	18	3.1	M-TH	3,350	4.3	2,330	3.0	20	3.5	M-TH
			1.15				2.9*	18*	2.7	M-TH				3.3*	20*	3.2	M-TH
			1.30						2.3	M-TH						2.7	M-TH
			1.45				2.2*	18*	2.0	M-TH				2.7*	21*	2.4	M-TH
		VARIOUS TIMES	(SUS)														
DAY MONDAY-FRIDAY																	
ABC THREE'S COMPANY SPECIAL(SUS)	1	10.30-11.00AM	10.30							FRI.							
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F							M-F

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY MONDAY-FRIDAY-CONT'D																	
ABC ABC DAYTIME NEWSBRIEF-M-F	1	>	1.45	6,850	8.8	6,540	8.4	30	8.5	M-F							M-F
	2	1.57- 1.59PM	1.45								6,610	8.5	6,380	8.2	29	8.2	M-F
ABC ONE LIFE TO LIVE	2	>	→GRID								8,870	11.4	6,690	8.6	32	8.4	M-F
			2.15											8.4*	31*	8.4	MWTHF
			2.30													8.2	M-F
			2.45											8.7*	32*	8.8	M-F
			3.00													9.0	TUE.
			3.15											8.9*	32*	8.9	TUE.
ABC REAGAN PRESS CONF.-ABC(SUS)	2	2.00- 2.40PM	2.00														TUE.
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F							M-F
ABC GENERAL HOSPITAL	2	>	→GRID								10,350	13.3	8,250	10.6	36	10.9	M-F
			3.15											10.6*	37*	10.7	MWTHF
			3.30													10.7	M-F
			3.45											10.7*	36*	10.7	M-F
			4.00													10.3	TUE.
			4.15											10.1*	34*	9.9	TUE.
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F							M-F
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F

CBS NEWSBREAK-11.57	11.57-11.59AM	11.45	5,370	6.9	5,130	6.6	29	6.6	M-F	5,290	6.8	5,060	6.5	27	6.5	M-F
CBS AS THE WORLD TURNS	2	>	2.30							7,160	9.2	4,980	6.4	23	6.4	M-F
			2.45										6.5*	24*	6.5	TUE.
CBS REAGAN PRESS CONF.-CBS(SUS)	2	2.00- 2.38PM	2.00													TUE.
CBS NEWSBREAK-3.57	3.57- 3.59PM	3.45	4,750	6.1	4,510	5.8	18	5.8	M-F	4,360	5.6	4,200	5.4	18	5.4	M-F
NBC ANOTHER WORLD	2	>	2.15							4,820	6.2	3,660	4.7	17	4.9	M-F
			2.30										4.9*	18*	4.6	MWTHF
			2.45										4.5*	17*	4.4	M-F
NBC REAGAN PRESS CONF.-NBC(SUS)	2	2.00- 2.40PM	2.00													TUE.
DAY SATURDAY																
ABC SCHOOLHOUSE ROCK-8.26AM	8.26- 8.29AM	8.15	2,570	3.3	2,490	3.2	31	3.2		2,490	3.2	2,410	3.1	31	3.1	
ABC SCHOOLHOUSE ROCK-10.26AM	10.26-10.29AM	10.15	5,600	7.2	5,060	6.5	30	6.5		5,680	7.3	5,290	6.8	30	6.8	
ABC SCHOOLHOUSE ROCK-10.56AM	10.56-10.59AM	10.45	4,590	5.9	4,200	5.4	23	5.4		5,130	6.6	4,750	6.1	26	6.1	
ABC DEAR ALEX & ANNIE-11.55AM	11.55-11.59AM	11.45	4,360	5.6	3,660	4.7	23	4.7		4,280	5.5	3,580	4.6	20	4.6	
CBS SUMMER SEMESTER SAT(SUS)	6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM	8.26- 8.29AM	8.15	2,490	3.2	2,260	2.9	27	2.9		2,490	3.2	2,260	2.9	25	2.9	
CBS IN THE NEWS- 8.56AM	8.56- 8.59AM	8.45	2,880	3.7	2,720	3.5	24	3.5		3,730	4.8	3,660	4.7	31	4.7	
CBS IN THE NEWS- 9.26AM	9.26- 9.29AM	9.15	4,360	5.6	4,120	5.3	29	5.3		4,900	6.3	4,820	6.2	35	6.2	
CBS IN THE NEWS-10.26AM	10.26-10.29AM	10.15	4,980	6.4	4,590	5.9	27	5.9		5,450	7.0	5,060	6.5	29	6.5	
CBS IN THE NEWS-10.56AM	10.56-10.59AM	10.45	4,670	6.0	4,280	5.5	24	5.5		5,210	6.7	4,750	6.1	26	6.1	
CBS IN THE NEWS-11.26AM	11.26-11.29AM	11.15	4,360	5.6	3,970	5.1	23	5.1		5,060	6.5	4,670	6.0	26	6.0	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR. %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR. %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,980	6.4	4,510	5.8	25	5.8		5,520	7.1	5,290	6.8	29	6.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,200	5.4	3,890	5.0	21	5.0		5,210	6.7	4,750	6.1	26	6.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,510	5.8	4,050	5.2	22	5.2		4,360	5.6	4,050	5.2	22	5.2	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,670	6.0	4,280	5.5	23	5.5		4,900	6.3	4,590	5.9	23	5.9	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	1,630	2.1	1,630	2.1	20	2.1		1,950	2.5	1,870	2.4	24	2.4	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	2,410	3.1	2,330	3.0	23	3.0		2,490	3.2	2,410	3.1	22	3.1	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	2,330	3.0	2,180	2.8	17	2.8		2,330	3.0	2,260	2.9	17	2.9	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	3,110	4.0	2,960	3.8	19	3.8		3,190	4.1	2,880	3.7	18	3.7	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	2,880	3.7	2,800	3.6	17	3.6		3,110	4.0	3,110	4.0	18	4.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,050	5.2	3,970	5.1	22	5.1		4,280	5.5	4,120	5.3	23	5.3	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,970	5.1	3,970	5.1	23	5.1		4,510	5.8	4,360	5.6	24	5.6	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,730	4.8	3,580	4.6	20	4.6		5,370	6.9	5,210	6.7	29	6.7	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,720	3.5	2,570	3.3	13	3.3		2,800	3.6	2,720	3.5	15	3.5	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	-GRID 11.00	2,720	3.5	1,870	2.4	12	2.9								
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,260	2.9	2,100	2.7	12	2.7		2,410	3.1	2,180	2.8	15	2.8	
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,020	2.6	1,710	2.2	10	2.2		1,320	1.7	1,240	1.6	8	1.6	
ABC U.S. OPEN GOLF-SUN.(S)	2	2.30- 6.39PM	-GRID 6.30								14,630	18.8	6,920	8.9	28	10.2	
CBS IN THE NEWS-8.26AM-SUN(SUS)	2	8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.26AM-SUN.	1	8.26- 8.29AM	8.15	470	.6	470	.6	7	.6								
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
NBC LADIES PGA CHAMP-SUN(S)	1	2.30- 4.33PM	-GRID 4.30	8,400	10.8	3,660	4.7	16	5.7								